

On the Demand of Regional Economic Development for Higher Education Development under the New Economic Normal

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Abstract: Under the background of economic new normal, the interaction between regional economy and higher education is more and more obvious. The local cities of Jiangsu Province are late developing areas of higher education. There are still some problems in the coordinated development of regional economy and higher education, such as slow development of higher education, backward overall development level, single investment subject of higher education, insufficient school running funds, mismatch between professional structure and economic and industrial structure, imbalance of teaching staff structure and relatively weak teaching staff. With the rapid development of local economy and society, the macro-economic situation of stimulating domestic demand has brought opportunities for accelerating the development of local higher education. It also needs all kinds of talents as support. The change of industrial structure needs the adjustment of higher education structure. The effective measures to solve these problems are to raise funds from multiple channels, increase investment in higher education, attach great importance to the relationship between higher education and the coordinated development of regional economy, optimize the professional structure of colleges and universities to adapt to the adjustment of regional industrial structure, improve the quality of higher education and promote the optimal allocation of higher education resources.

1. Introduction

At present, the transformation and development of socialist market economy has entered a new stage. All industries are striving to achieve transformation and development based on the new concept of openness and sharing. Higher education is undoubtedly the engine of local social and economic development under the new situation. The new economic normal also puts forward new requirements for the regional differential development of local higher education. At the same time, the 19th National Congress of the Communist Party of China clearly put forward: to speed up the construction of “double first-class” in local colleges and universities. To realize connotative development, local higher education is required to take “double first-class” construction as the goal, improve teaching quality and teaching strength as the core content, combined with resource allocation optimization, comprehensive reform and other ways to achieve the optimal development

of local higher education. The traditional way of thinking, which aims at the development and construction of complete disciplines and scale expansion, has been unable to meet the new needs of the connotative development of colleges and Universities under the new situation. The transformation and upgrading to differentiation and characteristics has gradually become the development direction of local colleges and universities.

2. New Requirements of Local Higher Education Development from the Perspective of Economic New Normal

2.1 Local Higher Education is Facing New Requirements of Characteristic and Differential Development

General secretary Xi Jinping once pointed out clearly at the forum of teachers and students of Peking University: “to run China's world-class university must have China's characteristics. Without Chinese characteristics, it is impossible to succeed in following others' footsteps and drawing gourds in accordance with the pattern. “ Local colleges and universities should take the road of characteristic, differential development and dislocation competition, change the traditional construction direction of seeking perfection and more, and adhere to “learn from each other to make up for the weak” and “develop the strong points and avoid the weaknesses”^[1].

2.2 Local Colleges and Universities Also Undertake the New Requirements of Serving Regional Economic Development

From the development characteristics of local higher education, its construction advantages and characteristics originate from the local, and the development foundation and direction are based on the region, facing the local regional economic and social development. At the same time, serving the economic and social development is not only the important responsibility and mission of local colleges and universities, but also the source of living water for their own development. In the process of serving the local economic and social development, colleges and universities constantly improve the conditions of running schools, gather talent teams, strengthen and enlarge the characteristic and advantageous disciplines, and enhance the comprehensive strength and teaching competitiveness of running schools. Only by realizing regional differential development based on local social economy and closely following the goals of locality, characteristics and application-oriented construction, can we make ourselves become the base of talent cultivation, the highland of cultural inheritance and the platform of science and technology service.

2.3 The New Normal of Economy Also Puts Forward New Requirements for Talent Cultivation in Local Colleges and Universities

Nowadays, social and economic development has completely shown the characteristics of relying on human resources and scientific and technological innovation support. Local governments attach more importance to the transformation of high-quality human resources to the innovation ability of local science and technology industry, so that the talent team becomes the catalyst of “mass entrepreneurship and innovation”^[2]. Speeding up the development of local higher education can provide talents and intellectual guarantee for promoting the transformation and upgrading of local economy, deepening the structural reform of supply side, and driving industrial innovation, thus becoming the engine of local revitalization and development. Facing the national demand and the main battlefield of national economy, facing the frontier of science and technology in the world, local colleges and universities are required to transform the internal demand of social economy into

the driving force of innovation and development of colleges and universities, so as to promote the intellectual innovation driven development of higher education talents.

3. Suggestions on the Development of Local Higher Education under the Background of Economic New Normal

3.1 Raising Funds through Multiple Channels and Increasing Investment in Higher Education

Relevant research shows that the investment in Higher Education in the economically developed areas accounts for 7% - 8% of the national income and about 20% of the fiscal expenditure, and the investment level is relatively stable. Although the level of economic development of Jiangsu Province is in the forefront of the country, the economic development of all parts of the province is not balanced. The local areas are located in the central part of the country. The economic development is relatively backward, and the financial investment in higher education is insufficient. Therefore, local colleges and universities also need the strong support of the provincial government. At the same time, the government should ensure that the funds are in place. On the one hand, it should pay attention to the reform and improvement of the allocation mode of higher education funds, on the other hand, it should scientifically evaluate the efficiency of the use of funds, and pay attention to the improvement of resource utilization efficiency, the integration of human resources, property and other resources, so as to avoid repeated construction and waste of resources. In addition, colleges and universities should also actively explore social resources and cooperate with some enterprises to achieve win-win results through resource sharing and complementary advantages. On the one hand, colleges and universities can cultivate talents for enterprises, and can also provide R & D, design base and technical consulting services for enterprises by using equipment and scientific research personnel; on the other hand, enterprises can participate in professional construction, provide funds for schools and provide internship and training bases for students^[3]. Resources can also be shared among colleges and universities, so as to realize the benign interaction among universities, enterprises and places.

3.2 Attach Great Importance to the Harmonious Development of Higher Education and Economy

According to the theory of regional competitiveness, higher education is the main way to improve the national quality, and “national quality and science and technology” with higher education as the source are the core elements to enhance regional competitiveness. The Institute of international management in Lausanne, Switzerland, proposes regional competitiveness, including enterprise management, economic strength, science and technology, national quality, government role, internationalization, infrastructure and financial environment. Among them, science and technology and national quality are closely related to the development of higher education. Higher education can improve social productivity by providing high-level talents for the society and producing advanced science and technology. It can also be directly transformed into productivity and promote regional economic development. Under the guidance of the scientific outlook on development, local governments should correctly recognize the relationship between higher education and economic development: first, we should make the whole society recognize and attach importance to the basic, overall and leading position of higher education through publicity. It can be said that the higher education has been attached great importance in the history. Due to economic, social and other reasons, the overall education level of local population is low, and high-quality and high-level talents are scarce. It can be said that the shortage of talents, especially the shortage of high-level talents, is one of the fundamental reasons restricting the development of local economy.

Second, higher education has become an important part of personal consumption, and human capital formed by higher education can bring huge benefits to individuals and even society^[4]. Therefore, we should attach importance to the role of higher education in the society. Higher education can not only provide talents for all walks of life, but also provide advanced science and technology and services for economic development, and inject infinite power into economic and social development. From the perspective of industrial chain, with the expansion of the scale of higher education, the demand for campus construction, teaching and scientific research facilities, life services and other aspects of colleges and universities will also expand, which will directly or indirectly promote the development of real estate, infrastructure, catering, electrical equipment manufacturing and other related industries, and then promote the development of regional economy. The third is to let the general public realize the importance of coordinated development of higher education and regional economy.

3.3 Adapt to the Trend of Regional Industrial Structure Adjustment and Optimize the Professional Structure of Colleges and Universities

According to the theory of unbalanced growth, the renewal of industrial structure is the fundamental driving force for the development of regional economy to a high gradient. Higher education shoulders the three major tasks of cultivating talents, scientific research and serving the society. It is the main support for upgrading the regional industrial structure, improving the quality of workers and technological innovation. Therefore, an important premise of regional economic gradient development is to vigorously develop higher education. In order to develop local higher education, the provincial government should give the local government necessary policy preference. The local government should also work out preferential policies and measures applicable to the region according to the actual situation, the construction of local disciplines and specialties, the introduction and training of teachers, enrollment and the construction of production, teaching and research bases^[5]. In order to change the mode of economic development, local governments should also introduce high-end talents to lead the industrial development, promote the transformation and upgrading of emerging industries, accelerate the construction of innovation system in line with industrial characteristics, and form industrial clusters such as biomedicine, electronic information, new energy and equipment manufacturing. At the same time, the specialty construction is carried out around the characteristic industry, and the discipline construction of undergraduate colleges is carried out around the pillar industry.

3.4 Improving the Quality of Education and Strengthening the Connotation Construction of Colleges and Universities

In addition to adjusting the specialty structure of colleges and universities, we should also establish an effective incentive and guidance mechanism, so that colleges and universities can reasonably position themselves, make rational use of their own industrial advantages, and strengthen the setting of characteristic disciplines, so as to make local higher education develop sustainably. We should “adhere to education oriented, teaching as the center, strengthen the construction and sharing of high-quality resources, and create conditions for students' autonomous learning and personality development. We will continue to strengthen education with talents, further expand the proportion of teachers with engineering background and professional practice ability, and promote the overall improvement with key breakthroughs. “ Local colleges and universities should adhere to the connotative development path. First of all, they should focus on the planning and demand of economic and social development, innovate the concept of talents, carry out the reform of majors, courses and teaching, optimize the training mode of disciplines and talents, strive

to develop their own characteristics, improve the quality standard system of personnel training, and improve the quality of personnel training by improving the teaching level. Secondly, we should study new problems and new situations. We should not only consolidate the basic position of undergraduate teaching, but also strive to improve the level of personnel training, cultivate all kinds of excellent talents at all levels as far as possible, so as to meet the needs of local economic development. Finally, colleges and universities should actively introduce talents, and at the same time pay attention to the cultivation of existing teachers^[6]. By strengthening the construction of teaching staff, improving the level of internal management, and enhancing their own social service ability, colleges and universities should stimulate the vitality of scientific research and improve the quality of innovation, comprehensively improve the quality of education, and promote collaborative innovation between higher education and regional economic development, We should give full play to the leading and basic role of higher education in economic and social development.

4. Conclusion

In recent years, China's economy has shown a normal state of stable and sustained growth, that is, "economic new normal". In this context, the relationship between regional economy and higher education is getting closer and closer: on the one hand, the development of higher education will promote the development of local economy, on the other hand, the development demand of regional economy will trigger the reform of higher education, and the two promote each other.

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